

AUG 01 2007

IMPORTANT CONFIDENTIALITY NOTICE

The documents accompanying this telecopy transmission contain confidential information belonging to the sender which is legally protected. The information is intended only for the use of the individual or entity named below. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this telecopied information is strictly prohibited. If you have received this telecopy in error, please immediately notify us by telephone (collect) to arrange for return of the telecopied document to us.

TO: Commissioner for Patents - United States Patent and Trademark Office

Fax No. 571-273-8300

Phone No.

FROM: Paula Durr (Typed or printed name of person signing Certificate)

Fax No. 513-626-1355

Phone No. 513-626-1679

Application No.: 10/765,423

Inventor(s): Hofrichter, et al.

Filed: January 27, 2004

Docket No.: 9150

Confirmation No.: 1531

FACSIMILE TRANSMITTAL SHEET AND**CERTIFICATE OF TRANSMISSION UNDER 37 C.F.R. §1.8**

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office on August 1, 2007, to the above-identified facsimile number.

Paula Durr (Signature)

Listed below are the item(s) being submitted with this Certificate of Transmission:**

1) Appeal Brief-9 pages

2)

3)

4)

Number of Pages Including this Page: 10

Comments:

****Note:** Each paper must have its own certificate of transmission, OR this certificate must identify each submitted paper.

(FAX-USPTO.doc Revised 11/18/2005)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | | | |
|------------------|---|--|--------------------|
| Application No. | : | 10/765,423 | RECEIVED |
| Inventors | : | Brian David Hofrichter et al. | CENTRAL FAX CENTER |
| Filed | : | January 27, 2004 | AUG 01 2007 |
| Art Unit | : | 1751 | |
| Examiner | : | Lorna M. Douyon | |
| Docket No. | : | 9150 | |
| Confirmation No. | : | 1531 | |
| Customer No. | : | 27752 | |
| Title | : | Personal Cleansing Composition Containing Irregularly Shaped Particles and Spherical Particles | |

APPEAL BRIEF

Mail Stop Appeal Brief - Patents
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This Appeal Brief is submitted in response to the Notification of Non-Compliant Appeal Brief dated July 2, 2007. Timely filing is provided up to and including August 2, 2007.

REAL PARTY IN INTEREST

The real party in interest is The Procter & Gamble Company of Cincinnati, Ohio.

RELATED APPEALS AND INTERFERENCES

There are no other known related appeals, interferences, or judicial proceedings.

STATUS OF CLAIMS

Claims 1, 3-20 are pending in the present application. Claim 2 has previously been cancelled for reasons unrelated to patentability. Claims 1, 3-20 are rejected. Claims 1, 3-16, and 20 are appealed. *Claims 17-19 are not appealed.*

A complete copy of the appealed claims is set forth in the Claims Appendix attached hereto.

Appl. No. 10/765,423
Docket No. 9150
Appeal Brief dated August 1, 2007
Reply to Office Action mailed on July 2, 2007
Customer No. 27752

RECEIVED
CENTRAL FAX CENTER
AUG 01 2007

STATUS OF AMENDMENTS

All amendments have been entered.

SUMMARY OF CLAIMED SUBJECT MATTER

Claim 1 is directed to a personal cleansing composition comprising from about 5 to about 50 weight percent of a detergent surfactant, from at least about 0.1 weight percent of irregularly shaped particles having a particle size of at least 0.01 micron, from at least about 0.1 weight percent of spherical particles having a particle size of at least 0.01 micron, from about 20 weight percent of an aqueous carrier, and a cationic polymer, wherein the median particle size of said spherical particle is greater than the median particle size of said irregularly shaped particle. *See page 2, lines 31-35 and page 3, lines 1-3 of the written description.*

GROUND OF REJECTION TO BE REVIEWED ON APPEAL

The following grounds of rejection are submitted for consideration on appeal by the Board:

- I. Claims 1, 3-16, and 20 are Rejected Under 35 U.S.C. §103(a) Over U.S. Patent No. 5,534,265 to Fowler et al.

ARGUMENTS

In the Office Action of August 18, 2006, the Examiner finally rejected Claims 1, 3-16, and 20 under 35 U.S.C. §103(a) as being obvious by U.S. Patent No. 5,534,265 to Fowler et al. ("Fowler").

- I. Rejection Under 35 U.S.C. §103(a) Over U.S. Patent No. 5,534,265 to Fowler et al.

Claims 1, 3-16, and 20 are finally rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,534,265 to Fowler et al. ("Fowler"). The Office Action asserts that Fowler teaches a non-abrasive personal cleansing aqueous gel composition comprising (a) from about 0.1% to about 20% of insoluble particles, (b) from about 0.05% to about 10% of a water soluble or dispersible gelling agent, and (c) from about 20% to about 99.85% water. The Office Action admits that Fowler does not teach a composition comprising irregularly shaped and spherical particles having a weight ratio and median sizes. However, the Office Action asserts that it would have been obvious to one of ordinary skill in

Appl. No. 10/765,423
Docket No. 9150
Appcal Brief dated August 1, 2007
Reply to Office Action mailed on July 2, 2007
Customer No. 27752

the art at the time the invention was made to have prepared personal care compositions comprising a mixture of irregularly shaped particles and spherical particles in their optimum proportions because Fowler teaches that particles having a wide range of shapes can be utilized. Appellants traverse the present rejection based on the following comments.

A. *Prima Facie* Obviousness has not been established because Fowler fails to address the problem which is remedied by Appellants' claimed invention.

In determining the differences between the prior art and the claims, the question under 35 U.S.C. §103 is not whether the differences *themselves* would have been obvious, but whether the claimed invention *as a whole* would have been obvious. Accordingly, a patentable invention may lie in the discovery of the source of a problem even though the remedy may be obvious once the source of the problem is identified. *See MPEP* at § 2141.02. The Office Action asserts that because col. 1, lines 7-9 of Fowler teaches that a personal care composition comprising micronized cleansing particles is useful for cleansing the skin and hair, that routine experimentation would have led one of ordinary skill in the art to Appellants' claimed invention. However, the particles in Fowler are specifically directed to a cleansing benefit. In fact, at col. 3, line 34, Fowler calls the particles, "cleansing particles." Therefore, Fowler does not address the problem of improving volume, body and fullness as taught by Appellants. *See the written description* at page 2, lines 23-26.

B. *Prima Facie* Obviousness has not been established because Fowler fails to provide any motivation to modify the cited reference to produce Appellants' claimed invention.

Obviousness can only be established by combining or modifying the teachings of the prior art to produce the claimed invention where there is some teaching, suggestion, or motivation to do so found either explicitly or implicitly in the references themselves or in the knowledge generally available to one of ordinary skill in the art. *See MPEP* at § 2143.01. Fowler only teaches that particles having a size greater than about 75 microns are tactilely perceivable and that particles of less than about 1 to about 5 microns are generally less effective for providing a cleansing benefit. *See Fowler* at col. 3, lines 26-33. Therefore, Fowler only provides a motivation to modify particle size, through routine experimentation, in order to optimize cleansing performance. In contrast, Fowler does not teach or suggest that any benefit is achieved by formulating specific shapes or sizes, or combinations of

Appl. No. 10/765,423
Docket No. 9150
Appeal Brief dated August 1, 2007
Reply to Office Action mailed on July 2, 2007
Customer No. 27752

shapes and sizes of particles in its compositions. Therefore, Fowler provides no motivation to one of ordinary skill in the art to optimize particle proportions, because Fowler fails to teach or suggest any correlation between particle proportion optimization and *any* benefit whatsoever.

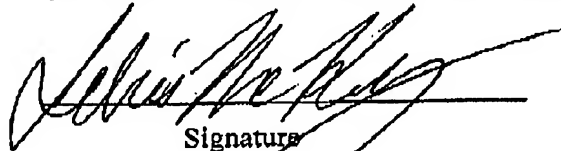
Fowler does not teach or suggest each and every limitation of Appellants' claimed invention. Therefore, Claims 1, 3-16, and 20 are not rendered *prima facie* obvious over Fowler.

SUMMARY

Based on the reasons set forth above, Appellants submit that Claims 1, 3-16, and 20 are patentably distinct from and nonobvious over the cited references. Accordingly, the rejection under 35 USC §103(a) is improper, and Appellants respectfully request the reversal of these rejections by the Board.

Respectfully submitted,

THE PROCTER & GAMBLE COMPANY



Signature

Idris N. McKelvey

Typed or printed name
Registration No. 57,057
(513) 626-0552

Date: August 1, 2007
Customer No. 27752

Appl. No. 10/765,423
Docket No. 9150
Appeal Brief dated August 1, 2007
Reply to Office Action mailed on July 2, 2007
Customer No. 27752

RECEIVED
CENTRAL FAX CENTER
AUG 01 2007

CLAIMS APPENDIX

The following is a listing of Claims 1, 3-16, and 20, which are the claims involved in the Appeal:

1. A personal cleansing composition comprising:
 - a) from about 5 to about 50 weight percent of a deterative surfactant,
 - b) from at least about 0.1 weight percent of irregularly shaped particles having a particle size of at least 0.01 micron,
 - c) from at least about 0.1 weight percent of spherical particles having a particle size of at least 0.01 micron,
 - d) from about 20 weight percent of an aqueous carrier, and
 - e) a cationic polymer,
wherein the median particle size of said spherical particle is greater than the median particle size of said irregularly shaped particle.
3. The personal cleansing composition of claim 1 wherein said cationic polymer has a charge density of from about 1.2 to about 7 meq/g and a molecular weight of from about 10,000 to about 10,000,000.
4. The personal cleansing composition of claim 1 wherein said cationic polymer is selected from the group consisting of cationic cellulose derivative and cationic guar gum derivative.
5. The personal cleansing composition of claim 1 wherein said cationic polymer has a charge density of from about 1.5 to about 3.0 meq/g.

Appl. No. 10/765,423
Docket No. 9150
Appeal Brief dated August 1, 2007
Reply to Office Action mailed on July 2, 2007
Customer No. 27752

6. The personal cleansing composition of claim 1 wherein said cationic polymer has a charge density of from about 1.7 to about 2.5 meq/g.
7. The personal cleansing composition of claim 1 wherein said spherical particle is selected from the group consisting of spherical polyethylenes, silicone resins, nylons, and mixtures thereof.
8. The personal cleansing composition of claim 1 wherein said spherical particle is a spherical polyethylene.
9. The personal cleansing composition of claim 1 wherein said irregularly shaped particle is selected from the group consisting of metal oxides, silicas, aluminas, and mixtures thereof.
10. The personal cleansing composition of claim 1 wherein said irregularly shaped particle is a precipitated silica.
11. The personal cleansing composition of claim 1 wherein said spherical particle is from about 0.1 to about 100 microns.
12. The personal cleansing composition of claim 1 wherein said spherical particle is from about 0.5 to about 60 microns.
13. The personal cleansing composition of claim 1 wherein said spherical particle is from about 1 to about 40 microns.
14. The personal cleansing composition of claim 1 further comprising a conditioning agent.

Appl. No. 10/765,423
Docket No. 9150
Appeal Brief dated August 1, 2007
Reply to Office Action mailed on July 2, 2007
Customer No. 27752

15. The personal cleansing composition of claim 14 wherein the weight ratio of said conditioning agent to total particles of said composition is less than about 2:1.

16. The personal cleansing composition of claim 14 wherein the weight ratio of said conditioning agent to total particles of said composition is less than about 1:1.

20. A method of treating hair or skin by administering a safe and effective amount of the personal cleansing composition of Claim 1.

Appl. No. 10/765,423
Docket No. 9150
Appeal Brief dated August 1, 2007
Reply to Office Action mailed on July 2, 2007
Customer No. 27752

EVIDENCE APPENDIX

None.

Appl. No. 10/765,423
Docket No. 9150
Appeal Brief dated August 1, 2007
Reply to Office Action mailed on July 2, 2007
Customer No. 27752

RELATED PROCEEDINGS APPENDIX

None.